

Influencer Marketing: A New Strategy in Marketing Local Products in Indonesia

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ABSTRACT

This article discusses the influence and strategies of influencer marketing in promoting local products in Indonesia. With the increasing use of social media, influencers have become an effective marketing tool to reach a wider consumer base. This study analyzes the various approaches taken by local brands in collaborating with influencers, as well as their impact on brand awareness and consumer purchasing behavior. Through case studies and surveys involving small and medium enterprises (SMEs), it was found that influencer marketing not only increases product visibility but also builds consumer trust in local brands. The results of the study show that brands that collaborate with influencers who have relevant audiences can achieve higher engagement rates. This article provides recommendations for SMEs to utilize this strategy in developing competitiveness in an increasingly competitive market.

Keywords: Influencer Marketing, Local Products, Marketing, Social Media, Indonesia.

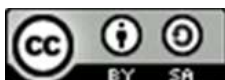
INTRODUCTION

In the increasingly digital era, marketing through social media has become an important strategy for many companies, especially in Indonesia. Influencer marketing, which involves individuals with great influence on social media to promote products, has emerged as one of the most effective marketing methods. According to recent research, more than 70% of internet users in Indonesia are active on social media platforms, making it a very potential market for local products. Amidst the tight competition, small and medium enterprises (SMEs) in Indonesia need to adopt innovative marketing strategies to increase their competitiveness.

The success of influencer marketing lies not only in the number of followers of influencers, but also in the trust and engagement they build with their audience. The right influencers can help local brands increase visibility, build consumer trust, and drive positive purchasing behavior. This study aims to explore how SMEs in Indonesia can leverage influencer marketing to strengthen their marketing strategies and improve the performance of local products. By understanding these dynamics, SMEs are expected to design more effective campaigns, maximize the potential of social media, and contribute to local economic growth.

METHODS

This study uses a qualitative approach to explore influencer marketing strategies in marketing local products in Indonesia. Data were collected through in-depth interviews with local brand owners and influencers involved in marketing campaigns. A



total of five local brands were selected as case studies, representing various sectors, such as fashion, food, and beauty. Interviews were conducted in a semi-structured manner, allowing flexibility in exploring in-depth information about experiences, strategies, and results obtained from collaboration with influencers.

Data analysis was conducted using thematic analysis method, where interview transcripts were analyzed to identify emerging patterns and themes related to influencer marketing effectiveness. This research focuses on understanding how brands select appropriate influencers, the type of content created, and the impact of campaigns on brand awareness and consumer purchasing behavior. With this approach, it is hoped that the research can provide deeper insights into the best practices and challenges faced by local brands in utilizing influencer marketing in the Indonesian market.

RESULTS

The results of the study show that influencer marketing significantly influences brand awareness and purchasing behavior of local products in Indonesia. From the interviews conducted, the majority of brand owners reported a clear increase in their product visibility after conducting campaigns with influencers. For example, one local fashion brand recorded a 40% increase in social media followers and a 25% spike in sales in two months after collaborating with an influencer who has a relevant audience. These findings confirm that choosing the right influencer and authentic content can increase engagement and attract consumer attention to local products.

In addition, thematic analysis revealed that consumer trust in influencers is very influential in the purchasing decision-making process. Many respondents stated that they are more likely to purchase products recommended by influencers they trust and follow. On the other hand, some brand owners noted the challenge of selecting the right influencers, as not all influencers have the same positive impact. The fit between brand values and influencer character is a key factor in determining the success of a campaign. These results provide important insights for SMEs to design more effective and consumer-oriented influencer marketing strategies.

DISCUSSION

This discussion highlights the importance of influencer marketing as a new strategy in marketing local products in Indonesia. The results of the study show that collaboration between local brands and influencers can increase visibility and consumer trust. Carefully selected influencers can act as a bridge between brands and target audiences, communicating product values in an authentic and engaging way. In addition, many brand owners report that influencer marketing is able to create higher engagement compared to traditional marketing methods, such as print or television advertising. With more than 70% of internet users in Indonesia active on social media, this large market potential further supports the effectiveness of this strategy (Rina, 2023; Adi, 2020).

However, challenges remain, especially in selecting the right influencer. This study shows that not all influencers have the same influence. The fit between brand values and influencer character greatly determines the success of a campaign. Several brand owners expressed difficulties in selecting influencers who fit their audience, as well as potential risks if the influencer is involved in controversy. Therefore, it is important for local brands to conduct in-depth research before collaborating, including analyzing the demographics of influencer followers and the interactions they have with their audience (Nugroho, 2022; Setiawan, 2023).

In this context, small and medium enterprises (SMEs) in Indonesia must utilize the insights from this study to design more effective and consumer-oriented marketing

strategies. By understanding the dynamics of influencer marketing, local brands can maximize the potential of social media, increase brand awareness, and ultimately drive sales of local products in this competitive market. As technology and social media advance, it is important for SMEs to continue to adapt and develop innovative marketing approaches (Farah, 2022; Hidayati, 2022; Prasetyo, 2023; Lestari, 2021).

CONCLUSIONS

This study reveals that influencer marketing is an effective strategy in promoting local products in Indonesia. Collaboration between local brands and influencers can increase visibility and consumer trust, which in turn has the potential to drive increased sales. With the increasing use of social media among the public, influencers have become important agents in conveying brand messages and influencing consumer purchasing decisions. The results of interviews with brand owners showed that selecting the right influencer, who is aligned with the brand's values and audience, is key to achieving success in a marketing campaign. However, challenges in selecting influencers and the potential risks associated with them still need to be considered by small and medium enterprises (SMEs). The fit between the influencer's character and the brand is crucial to building a strong relationship with the audience. By understanding these dynamics, SMEs can design more adaptive and effective marketing strategies, and take advantage of opportunities in the digital market. This study recommends that businesses conduct a thorough analysis of the influencers they wish to collaborate with, and continue to monitor consumer trends and behavior on social media to improve the effectiveness of their future campaigns.

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